

LEO BURNETT JOB INFORMATION

MISCELLANEOUS

ID No. 89110-C1

Req. No. W48679

Brand Benson Hedges

Packing(s) 10 FF

Title Creat Materials

Description Bar Organizers

Area 40 Sq. In. Scale 1:1

Sched. Date of Mechanical 2-12-96

Warning: Exh. 1 A 8 CD Quan. —

TAN Size 10pt Quan. —

*100 ref made

*Order 1000 for promotional packaging

APPROVALS

Print Service 2/29/96

Database (DM only)

Agency Legal

Client Service

Brand Yel 2/27/96

PM Legal B777K 2/13/96 R

PM Legal Changes/Comments Date

*Please remove

Front = 22 + 2

Side = 18

Total 40

Agency Legal

(Confirmation of changes above)

Club
BENSON & HEDGES

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

10pt
Philip Morris Inc. 1996
15 mg "tar", 3.7 mg nicotine av.
per cigarette by FTC method.

5.5"

Exhibit 1

10pt Univers Light Cond.(10/10 Caps TNN 10)

CAPS

21100-PH002 Bar Organizer 21100-01102 Bar-Organizer
10pt Univers Light Cond. (10/10 Caps TNN 10)
© Philip Morris Inc. 1996
Printed on Acid-Free Paper
from Additive Controlled, Caps, TNN, Helvetica

Club
BENSON & HEDGES

4.5"

Source: <https://www.industrydocuments.ucsf.edu/docs/gjdp0003>

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